RJ Reynolds
Tobacco Company

J. T. JONES #1242
Chain Accounts Manager
400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774 Fax 908-417-9076

January 24,1995

DM	T&D	REP
1224		
1225		
1226		03, 05, 11, 12, 14
1229		
1230		02, 06, 07
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

RBM

ROU #1210
To: G. P. Mitchell
F. E. Cook

Re: Home Liquors (1932-00-00)
DORAL Authorization

Dear Managers:

Jim Bellias, General Manager/Buyer, for the above chain has authorized the following:

- **DORAL $2.00 per carton retail price reduction**
- **DORAL 5'x3' Price Banner**

	DORAL Retail Price Prior to Reduction	DORAL Retail Price After Price Reduction
3 stores	packs $1.41 cartons $14.01	$1.21 $12.01
8 stores	packs $1.60 cartons $14.01	$1.40 $12.01

Reduced retail price effective January 1, 1995.

If retail pricing on DORAL is different than above, please notify me. Letter of authorization is attached.

Sincerely,

Jim

J. T. Jones

JTJ/fr
Attachment

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Source: https://www.industrydocuments.ucsf.edu/docs/yklp0000

Doral 1995
Buydown Promotion
Proposal

Proposal:

Reduce retail carton and pack price in all stores by $2.00 per carton and $.20 per pack

Advertising
Requirement:

Place a 5' x 3' price banner in all stores

Timing:

Immediately - ongoing through 1995

Important: Discontinue current Monarch buydown effective 12/31/94

Approved 11/6/94
James A Bai
General Mgr.
to be changed Jan 3, 1995

51853 3405

Source: https://www.industrydocuments.ucsf.edu/docs/yklp0000